

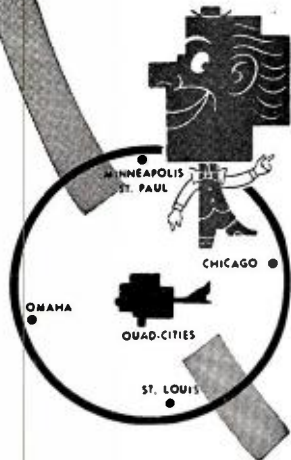
WOC

FIRST
in the

QUAD
Cities

The 40th retail market
DAVENPORT
ROCK ISLAND
M O L I N E
EAST MOLINE

"FIRST to broadcast
regular
'daily dozen' programs."



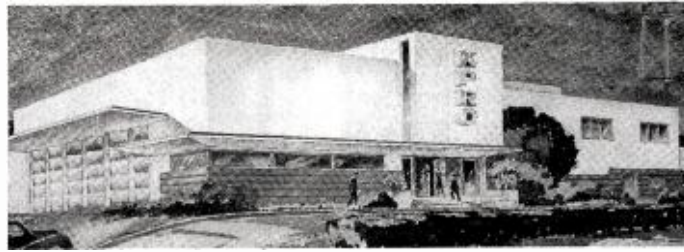
WOC WOC-FM

5,000 Watts, 1420 Kc.
BASIC NBC Affiliate

Col. B. J. Palmer, Pres.
Beryl Lottridge, Mgr.

DAVENPORT, IOWA

National Representatives:
FREE & PETERS, Inc.



NEW office and studio building (above) is planned by Broadcasting Corp. of America for its television station KARO Riverside, Calif. Corporation, which operates KPRO Riverside, 1-kw fulltime AM outlet, also has leased a two-story building for new radio and television studios at 483 E St., San Bernardino.

Mobile 'Press Register' AM, FM Stations Start

WABB and WABB-FM Mobile, Ala., were slated to begin operations about May 20, WABB operating with 5 kw fulltime on 1480 kc and WABB-FM with 50 kw effective radiated power on Channel 300 (107.9 mc). WABB is an MBS affiliate. Stations are owned by *Mobile Press Register*.

Vice president and general manager is William J. Hearin Jr. Other key staff members include Anthony Leighton, program director; Carrol Gardner, director of advertising; William H. Murphree, director of engineering, and Starr Smith, director of news broadcasts.

Western Electric speech input equipment and transmitters are used throughout. Four transmitting towers, five miles north of Mobile, range in height from 200 to 385 feet. Studio installation in Mobile's Radio Center in the Press Register Bldg. [BROADCASTING, Nov. 3, 1947] includes theatre studio, two other studios, master control room, a second control room for FM, a news room, two announcer booths and business offices.

WLAL (FM), New Outlet In Ohio, Gets Underway

WLAL (FM) Lakewood, Ohio, held its formal opening May 14. Station is on Channel 285 (104.9 mc) with 580 w.

Permittee is United Garage & Service Corp., owners of WINK Ft. Myers, Fla. United Garage operates taxicabs in Cleveland, Akron and Canton and owns High Level Motors Inc. President is Arthur B. McBride, also owner of Cleveland Browns football team. With his son, Arthur B. Jr., he owns 50% of permittee corporation. Harry and Daniel Sherby own 25% each. Application by the corporation for an AM station in Lakewood was dismissed without prejudice in September 1947.

KTLN Takes the Air

KTLN Denver, 1-kw daytime station on 990 kc, went on the air May 16, with open house held at the station 2-4 p.m. Alfred M. Landon, former Kansas governor and one-time Presidential nominee, is president and owner of the new station. Studios are in Denver's Park Lane Hotel.

STUDIO IN RESIDENCE

WILE Cambridge, Ohio, Solves Its 'Housing' Problem

WHEN IT CAME to finding a location for studios and offices WILE (Land-O-Lakes Broadcasting Corp.) Cambridge, Ohio, solved the problem by setting up in a huge house in the residential section.

First floor is used for executive and business offices and the second floor for the broadcasting operation. There are three large studios and a control room as well as news, music, announcing, production and continuity departments. Offices for the engineering staff are on the third floor.

Key staff members include Howard A. Donahoe, formerly with WCOL Columbus, vice president of the corporation and manager of the station; Richard F. Rose, previously on the news staff of Cambridge's *Jeffersonian*, commercial manager; Wesley C. Randles, former chief engineer of WSUN St. Petersburg, Fla., chief engineer; John R. Russell, former NBC artist, program director; and Howard G. White, formerly with WCOL and WCOL-FM, chief announcer.

Station started daytime operation April 9 on 1270 kc with 1 kw.



WILE's Home.

'Voice' Adds Listeners

INCREASE of four or five times in the number of Czech listeners to "Voice of America" broadcasts since the Communist coup in that country has been disclosed by George V. Allen, Asst. Secretary of State for Public Affairs. Speaking before the Pacific Regional Conference of UNESCO in San Francisco, Mr. Allen said "friendly sources" had brought the information to Washington.

KLX-FM Oakland, Calif. Now on Air on 101.3 mc

KLX-FM, owned by the *Oakland (Calif.) Tribune*, is on the air on Channel 267 (101.3 mc). Inaugural program on May 3 featured talks by J. R. Knowland Jr., president of the new FM outlet and its sister station, KLX (1 kw fulltime on 910 kc) and assistant publisher of the *Tribune*; Mayor Joseph E. Smith of Oakland, and James L'Hommedieu, president of Oakland Chamber of Commerce.

For 17 of the 18 hours it is on the air daily, KLX-FM is duplicating KLX programming, according to Glenn Shaw, general manager of both stations.

Key staff members of KXL also are serving in similar capacities for KXL-FM. These staffers include, in addition to Mr. Shaw, H. R. Gaisford, commercial manager; Jerry Morton, program director, and Roswell Smith, chief engineer.

Radio and Screen Stars Will Open MGM Station

KMGM Los Angeles, FM outlet of Metro-Goldwyn-Mayer, will formally take the air May 27 with gala lineup of radio and screen stars as well as civic leaders, according to William F. MacGrystall, general manager.

Starting at 3:30 p.m., personalities to participate include: Andy Russell, Margaret Whiting, Martha Tilton, Buddy Clark, Dinah Shore, Doris Day, Dick Haymes, The Andrews Sisters, Bob Carroll, Beryl Davis, Tony Martin, Phil Harris, Art Lund, Helen Forrest, Kathryn Grayson, Johnnie Johnston.

From New York, Ted Husing will broadcast from WHN, sister station, as m.c. of 30 minutes featuring radio and stage stars from that city.

As program policy, KMGM will feature news and music from mid-afternoon to late evening.

CONSTRUCTION of new 50,000-w AM transmitting plant is under way at WHDH Boston, with operations from it to begin in early fall.

No. 1 PHILADELPHIA'S Sports Station

BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIME BOXING

10,000 Watts **WIBG**

REPRESENTED: Nationally by Adam J. Young, Inc.